

6.6

Activity:

Creating calls to action



CREATING CALLS TO ACTION

Calls to action should provide a signal to readers that they can perform a task or complete a process. Most calls to action are a clickable button, but others might be a form submission, link, or some other interactive action they can take.

Calls to action are only effective if they are:

- Easy to find or see
- Easy to read and understand
- Easy to use

So, consider the following scenarios you might find on a landing page.
Which call to action would make the most sense?

1

A landing page promotes an e-book about how to refinance a student loan. In order to download the e-book, the visitor must enter their email address and click a button. What would be the BEST text label for the button?

- A Submit
- B Refinance Now!
- C Get the E-Book
- D Register

Correct: C.

The most relevant choice is "Get the E-Book" which is the action the visitor wants to take on this page

2

A visitor lands on a landing page for a voice recording app. The app transcribes speech into text and automatically adds it to a Google Doc or another online document. A headline and subhead at the top of the page read, "Take notes with your voice - Capture every idea, thought, and detail safely in the cloud." Under the subhead is a call to action - your goal is to get the visitor to download and install the app to their phone. What should the CTA say?

- A Download Now
- B Upload Your Ideas
- C Register Now
- D Click Here

Correct: A.

The most relevant choice is "Download Now" which is the action the visitor wants to take on this page

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3

Steam is a free gaming platform people can use to play user-created games. The goal of Steam's landing page is to get people to install Steam on their computers. What should the CTA say?

- A Buy Now
- B Install Steam Now
- C Sign Up for Free
- D Download Steam for Mac, Windows, or Linux and Install Now

Correct: B.

The most relevant choice is "Install Steam Now" which is the action the visitor wants to take on this page

SUPPORTING YOUR CTA

Calls to action are just one piece of a landing page. By creating copy leading up to the CTA, you can improve your chances of conversions - especially when your copy appeals directly to the visitor's needs. However, you could also write copy that compliments the CTA directly, such as a short note about what the visitor gets by clicking a button.

On their home page, Hubspot promotes their series of products directed at professionals focusing on sales, marketing, and customer relationships. The call to action - "Get Started" - is accompanied by a short piece of copy: "FREE versions of every HubSpot product. Start now and upgrade as you grow."

Why do you think Hubspot included that specific piece of copy?

All Systems Grow

Software to fuel your growth and build deeper relationships, from first hello to happy customer and beyond.

Get started

FREE versions of every HubSpot product.
Start now and upgrade as you grow. ↗

Specifically, you could infer that Hubspot was trying to alleviate fear and make visitors feel more comfortable about trying out their tools. They refer to "FREE" products - with all CAPS emphasis - and suggest a future scenario: "Start now and upgrade" later. This copy was written to highlight the safety and flexibility of their solutions.

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Now, consider the following scenario:

You've developed a weekly email newsletter and a corresponding signup form. You know your target audience has certain concerns when it comes to signing up for ANY newsletter, so you decide to write a 1-sentence piece of copy to accompany the call to action, a button that reads "SIGN UP NOW".

What sentence would you write next to the CTA if your audience was concerned about:

1 Their personal data - their email address, for example - potentially being shared or sold:

2 The frequency of your emails (they don't want to get too many messages from you):

3 You deciding to charge for this newsletter in the future:

4 Not being able to unsubscribe easily if they don't like it:
